

The logo features the word "WHITE" in a bold, sans-serif font, followed by a white square with a registered trademark symbol. Below this, the word "CARD" is written in a similar font, with a stylized white dove icon integrated into the letter "A". The entire logo is enclosed within a white double-lined circular border.

WHITE ®
CARD

SOCIAL MEDIA TOOLKIT
#WHITECARD CAMPAIGN 2021

MARCH 29TH - APRIL 10TH



Social media toolkit

Use the hashtags:

#WhiteCard
#ChampionsforPeace
#IDSDP2021



@peaceandsport

More information:

www.April6.org
www.peace-sport.org

This year, the theme is: "Behind each #WhiteCard, there is a story "
To take part of the 2021 #WhiteCard campaign, we invite you to raise your #WhiteCard for resilience and to overcome new challenges through sport.

Take a picture with your #WhiteCard and feel free to share your story using some of the following social media posts.

Option 1 : proposals of post

#1 This year, I hold a **#WhiteCard** because I believe that sport can help achieving unity and global cooperation.

You too (**tag+3 people**) join the movement and celebrate #IDSDP2021!
#April6 @peaceandsport

Add your WhiteCard picture

#2 Sport is a neutral and universal platform that can help in the current health crisis by forging unity, global cooperation and well-being.

You too share your story and raise your **#WhiteCard** to celebrate the International Day of Sport for Development and Peace.
#IDSDP2021 #April6 @peaceandsport

Add your WhiteCard picture

#3 Since 2014, @peaceandsport promotes the **#WhiteCard** as the symbol of the positive and constructive values of sport for good. This year, share your story and raise your **#WhiteCard!** #April6 #IDSDP2021

Add your WhiteCard picture

#4 Holding up a **#WhiteCard**, is an action that symbolizes the positive power of sport. In opposition to the red card, which signifies the most serious offense in sport, this year the **#WhiteCard** calls for unity and global cooperation! #IDSDP2021 #April6 @peaceandsport

Add your WhiteCard picture

#5 The **#WhiteCard** campaign, initiated by @peaceandsport, shows that sport can help in achieving global cooperation, unity and well-being. Raise it. Join us. Share it. #IDSDP2021 #April6

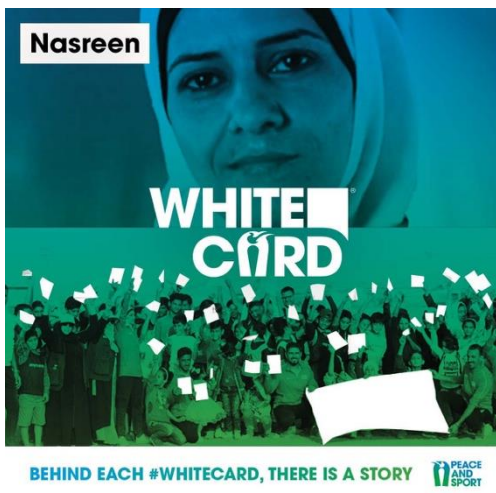
Add your WhiteCard picture

Option 2: proposals of post

This year, we have selected stories that reflect the power of sport for peace. Choose the #WhiteCard story that moves you the most. You can share it on social media or get inspired to write yours! Let's go viral, tag 3 people!

Gender equity

#1 Nasreen's motivation is to teach kickboxing to empower girls & teach them self-defense. She believes we can delete negative stereotypes through the #WhiteCard. Behind each story, there is a #WhiteCard. What is yours? @peaceandsport #April6 #IDSDP2021



Reconciliation and coexistence

#2 In 2019, the 2 footballers Yasin & Konstantinos played together and raised their #WhiteCard to show that there shouldn't be issues between Turkish or Greeks communities in Cyprus. Behind each story, there is a #WhiteCard. What is yours? @peaceandsport #April6 #IDSDP2021



Social inclusion

#3 Through the #WhiteCard, symbol of peace through sport, Etienne, a basketball player from DRC, shows that sport helps to "develop friendly attitudes, break boundaries, forge closer relationships and live together as a family" Behind each story, there is a #WhiteCard. What is yours? @peaceandsport #April6 #IDSDP2021



Reconciliation and coexistence

#4 "When I raise my #WhiteCard I think in a symbol that brings people together and that stands for the importance of respecting and enjoying the game" said Marios, a junior player for the Nea Salamina FC in Cyprus. Behind each story, there is a #WhiteCard. What is yours? @peaceandsport #April6 #IDSDP2021



[Click here to download the pictures](#)

Share your story with us and tell us what means the #WhiteCard to you : april6@peace-sport.org

Option 3 : be part of the #WhiteCard challenge

The 2021 edition of the #WhiteCard will go viral thanks to your creativity and motivation! You can initiate digital collective actions from your home or your sport ground on social media using the #WhiteCard GIF on Instagram, TikTok video, etc...

Be creative !

Find some inspiration with these amazing #WhiteCard videos



[Click here to watch the video](#)



[Click here to watch the video](#)



[Click here to watch the video](#)

Don't forget to mention @peaceandsport and to use the hashtag #WhiteCard!